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Health Literacy Dallas

Tyler Armstrong
Southern Methodist University

Mary C. Corey
Southern Methodist University

Doug McNabb
Southern Methodist University

Aliya Prasla
Southern Methodist University

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What is Health Literacy?

- Health literacy is how doctors, patients, and the medical community communicate, understand, obtain, and use medical information
- Holistic term referring to both patients, medical professionals, pharmaceutical companies, and insurance firms

What is Cultural Competency?

- Ability to effectively and meaningfully communicate across various cultures
- Recognition of the varieties of cultural factors, including although not limited to:
 - Race, ethnicity, nationality
 - Language, education
 - Occupation, socio-economic status
 - Religion

What is Clear Health Communication?

- Set of standards, ideas, and techniques that promote effective and clear communication from and to both medical professionals and patients

HLD History

- Founded in 2009
- Nonprofit Status officially in August 2009
- Spoke at both State and National Conferences
- Survey research and dissemination
- Public health fairs
- Health Literacy Texas

HLD Current

- New research projects – New hospitals, move into community clinics
- Adult Education – Book donation and health fair program
- Create an action plan for an institution based on research results
 - Could be replicable model

HLD Future

- Reevaluate Health Literacy Texas
- Focus on being a thought leader
- Continue adult education program
- Publish research study for validity and to create a replicable model
- Sustainable funding methods